

Message Text

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PAGE 01 LAGOS 09884 100810Z
ACTION EB-08

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EXCON

E.O. 11652: N/A
TAGS: ESTC, NI
SUBJECT: RECOMMENDATION FOR BECKRON INTERNATIONAL LTD. UNDER THE
DIB-625P PROCEDURE

REF: (A) STATE 190666, (B) LAGOS 9645

1. BASED ON INFORMATION REQUESTED IN REFTEL A, EMBASSY
RECOMMENDS SUBJECT FIRM AS AN ACCEPTABLE CUSTOMER UNDER
DIB-625P PROCEDURE. REF B IS A WTDR WHICH SHOWS SUBJECT
FIRM TO BE A SUITABLE TRADE CONTACT BASED ON ITS BACK-
GROUND AND FINANCIAL INFORMATION.

2. THE ELECTRONICS COMPONENTS WILL BE IMPORTED BY SUBJECT
FIRM FOR RESALE TO LARGE COMMERCIAL CUSTOMERS ACCORDING
TO BECKRON'S DIRECTOR, MR. OBAFUNSO OSUNKOYA. HE
CLAIMS THAT BECKRON WILL BE THE FIRST SPECIALIZED
DISTRIBUTION CENTER IN NIGERIA. IN FACT, SEMI-
CONDUCTORS ARE ONLY BEING IMPORTED AS SPARES BY
PHILLIPS. ALL OTHER MANUFACTURE OF ELECTRONIC EQUIP-
MENT IN NIGERIA IS COMPLETELY KNOCKED DOWN ASSEMBLY
(CKD). OSUNKOYA HOPES TO CAPITALIZE ON THE NIGERIAN
GOVERNMENT'S DRIVE TO LOCAL MANUFACTURE BY SUPPLYING
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THESE PLANTS WITH A LOCAL SOURCE OF SEMI-CONDUCTORS.
AT A LATER DATE, HE HOPES TO ADD A LINE OF CAPACITORS
FROM SPRAGUE, A US FIRM, AND A LINE OF RESISTORS FROM
ALLEN-BRADLEY, A US FIRM.

3. OSUNKOYA CLAIMS THAT HIS FIRM HAS DONE A GREAT DEAL
OF RESEARCH TO DETERMINE THE APPROPRIATE RANGE

OF SEMI-CONDUCTORS TO SELL INTO THE NIGERIAN MARKET. HE HOPES PRIMARILY TO SELL IN THE COMMERCIAL FIELD. SOME LARGE CUSTOMERS WOULD BE THE NIGERIAN EXTERNAL TELECOMMUNICATIONS COMPANY (NET) AND WEIDE AND SONS, A LOCAL DISTRIBUTOR OF GRUNDIG EQUIPMENT. HE NOTES THAT COMMERCIAL USES WOULD PRIMARILY BE FOR MACHINERY CONTROL EQUIPMENT. HE HOPES TO DO SOME DISTRIBUTION TO DOMESTIC USES SUCH AS TV'S AND HI FI'S BUT THIS BUSINESS WILL BE SMALLER SINCE IT IS PRIMARILY DOMINATED BY THE JAPANESE. FINALLY, THERE WILL BE SOME USE OF HIS SEMI-CONDUCTORS AS SPARES FOR CALCULATORS, IN MORE GENERIC TERMS, IN THEIR DIGITAL APPLICATIONS.

4. DEPENDENT UPON HIS SALES IN THE FIRST YEAR, OSUNKOYA WOULD CONSIDER ENTERING DOMESTIC MANUFACTURE OF ELECTRONIC EQUIPMENT FOR HOME USE. HE POINTS TO ZENITH CORPORATION OF THE US WHICH RECENTLY ESTABLISHED AN ASSEMBLY PLANT HERE AS AN EXAMPLE OF LINES HE WOULD LIKE TO ENTER.

5. OSUNKOYA SEEMS WELL-QUALIFIED TO MANAGE AN ELECTRONIC COMPONENT DISTRIBUTION COMPANY. HE IS AN ELECTRICAL ENGINEER TRAINED THROUGH THE MASTER'S OF SCIENCE LEVEL IN LENINGRAD. HE FOLLOWED THIS WITH A DIPLOMA IN BUSINESS ADMINISTRATION FROM BOWLING GREEN

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UNIVERSITY IN OHIO. HIS EXPERIENCE INCLUDES THREE YEARS IN THE ENGINEERING DIVISION AT THE NATIONAL ELECTRIC POWER AUTHORITY AND ONE YEAR WITH THE PAN ELECTRIC DIVISION OF UNITED AFRICA SUPPLY, PROBABLY ONE OF THE LARGEST LOCAL DISTRIBUTORS OF ELECTRONIC EQUIPMENT.
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